

# Sheridan

## Public Relations – Corporate Communications



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Ontario College Graduate Certificate | 1 year  
Trafalgar Road Campus (Oakville)



**Master practical and theoretical aspects of business communication.**

### **Making statements that matter**

Can corporate communications be considered an art form? That's how Sheridan approaches the subject. It's a unique approach among business communications programs, and it produces student work that stands out. The courses in this program feature hands-on, project-based assignments. You'll be working for real-world clients, not just doing classroom exercises.

### **Hands-on, project-based assignments**

- Write persuasive and informative copy for internal and external publications, news releases, conference presentations, speeches and public service announcements.
- Express yourself in a variety of public forums such as media interviews and news conferences.
- Create websites, blogs, podcasts, video content, email blasts and other online communications.

### **Fast-track to employment**

It takes less than a year to earn a Public Relations – Corporate Communications graduate certificate from Sheridan. You'll build a portfolio, get real-world experience and master both practical and theoretical aspects of business communications. You'll spend the last five weeks of the program in an onsite job placement, working with professionals.

# Career Opportunities

Our recent graduates work in such industries as: health care, education, pharmaceuticals, technology, financial services, manufacturing, retail, and visual and performing arts.

## SAMPLE JOB TITLES

Public Relations Specialist  
Internal Communications Coordinator  
Senior Writer  
Account Manager

Media Relations Officer  
Social Media Coordinator  
Event Planner  
Press Agent

# Courses

## SOME OF THE COURSES YOU CAN EXPECT TO TAKE IN YOUR PROGRAM

Writing for Public Relations  
Communication Design and Technology  
Issues and Crisis Management

Strategic Communication Planning  
Social Media Technology for PR  
Special Events Planning

## Admission Requirements

### Program Eligibility

- Postsecondary 3-year advanced diploma or
  - Postsecondary 3- or 4-year degree or higher
- Or
- Postsecondary 2-year diploma\* and/or
  - Demonstrated competence through educational experience and/or related work experience in the communications field.\*

### Applicant Selection

\*Applicants who apply with a postsecondary 2-year diploma or work experience will be requested to submit a supplemental admission requirement (submission). The Office of the Registrar will update your application in the Sheridan Application Portal to let you know if a submission is required.

The submission must include:

- Written statement of intent
- Three writing samples (published or unpublished)
- Resume (detailing related work and/or volunteer experience and computer skills)

The statement of intent should argue the applicant's suitability for a profession in corporate communications and outline business/work experiences, and personal/professional goals. Students are expected to meet high copy editing standards.

An applicant assessment fee will be applied.

### English Language Proficiency

All applicants whose first language is not English must meet Sheridan's English proficiency requirements.

Refer to the website for full admission requirements.

## How to apply:

5 easy steps

- 1 Find your program
- 2 Check the admission requirements
- 3 Apply online
- 4 Submit your documentation
- 5 Accept your offer

Ready to get started?

[apply.sheridancollege.ca](http://apply.sheridancollege.ca)



## Visit us!

Come say hello and get a feel for your future! We offer:

- Campus Tours (in-person & virtual)
- Open Houses in the Spring and Fall
- Weekly webinars
- Appointments with Career Advisers



[experience.sheridancollege.ca](http://experience.sheridancollege.ca)